

Name _____

Period _____

Ch.6 – Social Responsibility

1) Why should businesses be “Socially Responsible?” Explain in detail.....

2) There are issues that affect social responsibility in business. Read about each environmental issue below and list what laws are in place to help preserve our natural resources in each category.

Air and Water Pollution:

Conservation and Recycling:

Green Marketing:

3) Define Business Ethics in detail

- What three questions should marketers answer to make ethical choices in business?
 - i.
 - ii.
 - iii.

- 4) Explain the term “consumerism” and give a brief history of the movement.
- 5) Companies now consider _____ when developing marketing plans.
- 6) List and explain the six workplace trends.
- a.
 - b.
 - c.
 - d.
 - e.
 - f.
- 7) What rights do consumers have according to the Consumer Bill of Rights?

